



They All Come Back to These Important SALES EVENTS

Beginning Saturday, May 31st

Editorial

There is a spirit of cordial co-operation rapidly rising between the customer and the retail store never before known or even dreamed of in the olden days, when 95 per cent of the dry goods merchants for various reasons failed in business—those days when the customer came into the store with the expectations of making a bargain or jehing down the price of goods. They usually succeeded, sometimes to the detriment of the merchant and other times to their own sorrow when the merchant was "wise" and had his goods marked accordingly. We are happy to say however that those days are passing with many other evils of past generation, and the one price store and honest advertising is welcomed by both customer and merchant.

Selling Merchandise is a Small Part of the Service

If you have a legal problem to solve you go to a reliable attorney for advice. What do you do about the dress proposition. Do you rely on the good judgment of an honest saleslady to give you the correct article? This is just our position. The disposing of merchandise is only a part of our service. We do not represent a last year's garment for a new one but if it is a trifle "out" we tell you. We gladly give the information and assistance necessary to secure the very best article at the smallest possible cost to the customer.

All New Spring Suits

At from 20 to 40 per cent
Reductions

Just a few of these smart suits at this price. Navys and fancy checks with vest effect and braid trimmed formerly selling up to \$35.00. Now to close at

\$18.95

Values You Will Appreciate

are these new suits in navy and tan serge or poplin. Can be had in box coat effect or the ever popular belted model, excellent quality material. A higher priced garment for

\$24.50

See These Stylish Suits

and there will be no question in your mind as to their real value. Navys and tans in nearly any size you need are priced at

\$29.85

In Navy, Taupe or Tan

You will find a wide range of sizes, styles and materials to choose from. Serge, Poirer, or Tricotine in some very wonderful suits formerly selling to \$60.00, now at

\$36.00

Exclusive Models

Many very stylish—in fact all our smartest suits ranging in price up \$100.00 will be disposed of at enormous reductions. Ask to see them. They will range in price from

\$42.50 up

Our Entire Line of

New Spring Coats, Capes and Dolmans

On Sale at Reduced Prices

There is such a variety of styles and materials in these new spring garments. The prices have all been sharply reduced and we would advise an early visit to the department in order that you may be better able to secure just what you are looking for.

Capes Are Stylish

These beautiful garments are of all wool serge or velour, cut in that full graceful sweep. Colors are navy, tan or rose, plain or braid trimmed. Some are full silk lined and sold up to \$50.00. The sale prices range from

\$10.50 to \$35.00

Coats and Dolmans

Our immense line of coats and dolmans will be closed out at very substantial reductions. There is very little you will not find in price or material. The former range of price was \$18.50 to \$75.00. The new sale price

\$7.95 up

Children's Capes and Coats

A large assortment of children's and misses' coats and capes. The materials are serge, poplin, taffetas and delhi. Very durable and at from

1-4 to 1-3 Reduction

What Pre-Shrunk Wash Skirts Mean to You

One of the greatest items in the summer wardrobe is the Pre-Shrunk wash skirt. You know when this garment is soiled a thorough washing will not shrink it out of shape. The snap fasteners will not rust, the waist band will not curl or twist out of shape. These skirts will be thoroughly demonstrated at all times.

Very Attractive Skirts made of white Pre-Shrunk Gaberdine with belts all way 'round. Square or round pockets with pearl button trim. Special values at

\$3.85 and \$4.50

Some very smart and newest models are shown in Gaberdine and Tricotine, also satin finish. The desirable straight line effect is carried out. All buttons and buckles are of real ocean pearl. The very best you can buy at

\$6.50 to \$10.50

The Millinery Department is Reducing Prices

Black and white transparent hats made of Moline Georgette Crepe and Transparent Braid. Many trimmed in Ostrich or Flowers. Also untrimmed shapes in White Milan, dust or sand shades. Large Dress Hats in Leghorn and Taffeta.

Untrimmed Shapes **\$2.50 to \$4.98**

Transparent Hats **\$4.98 to \$9.85**

You are Welcome to our
Free Rest Room

ROBINSON'S

ALMA, MICHIGAN

Our Under-priced Basement
will interest you